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TELEPHONE

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RECEIVED TC

B2  
cont a retrieval unit for retrieving the caller profile to construct a personalized IVR dialogue menu and play-out the personalized menu,

wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller.

17. (Amended) The system according to claim 16, wherein said retrieval unit retrieves said caller profile upon said system receiving a telephone call from said caller.

B3  
53/ 25. (Amended) The system according to claim 16, wherein said retrieval unit further includes:

a personalized menu processor module for constructing said shortcut for the personalized menus specified by said caller,

wherein specification is selectively performed over one of a telephone interaction and a world-wide network, and

once specified y said caller, the personalized menu is represented by one of a list of direct dialogue paths to desired information and a hierarchical dialogue menu.

B4  
54/ 28. (Twice Amended) A signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method for personalizing an interactive voice response (IVR) system to reduce a number of key sequences to reach a desired source of information, said method comprising:

storing a caller profile; and

retrieving the caller profile to construct a personalized IVR dialogue menu and play out the personalized menu,

wherein said personalized IVR dialogue menu is at least one of based on a caller access pattern and configurable by said caller.